



Mark Thompson

Age 37

Works in the media industry

Married, no kids

Mark uses computers daily in his work, and considers himself tech-savvy, without being nerdy. He's not an obsessive user of his phone, but thinks he leverages it's utility effectively to simplify tasks and stay informed.

“Choosing a wine is too hit and miss, when none of my regular brands are available”

Behaviours

- Buys bottle of wine twice per week on average
- Most often bought for Friday dinner with his wife
- Usually purchased at same outlet, for convenience; combined trip with supermarket shop
- Sticks to known wines/ trusted brands when available. Visual recognition is key in identifying these, and becomes harder at lower price points
- Otherwise may trust shop staff/ retailer recommendations

Pain points

- Buying a dud bottle of wine, particularly at lower price points, where risk is increased
- Having to invest too much time/ effort to feel informed

Goals

- Consistently choose good wine for price point
- Try a wider variety of wines and mitigate risk
- Easily rate and recall tried wines
- Share/ exchange knowledge with friends, but avoid the social stigma of talking about wine
- Maintain a to do list of wines worth trying

Scenario

Mark is in his regular bottle shop and wants to try something different with dinner this week. He can't remember the name of a good chardonnay he had in a restaurant a couple of weeks ago. Luckily, he added it to his *wine*list and can easily retrieve the snap he took of the label. He is also informed that Steve, a friend who he frequently shares wine tips with, has recently given another chardonnay 4 stars. He has a back up if the first wine is not stocked.